

# Torrance at the Threshold---Will You Help Open Door?

Torrance stands at the threshold of the most important year in the history of its existence.

The days of its initial struggle to build itself into a cohesive community have gone by. The original effort of the founders and first residents of Torrance have succeeded. Torrance today is a well-planned, thriving city of factories and homes because of their work.

The oil boom has come and departed. It is a thing of the past, a page in Torrance history, written and filed away.

Torrance stands at the threshold of the most important year in the history of its existence.

Whether that year is important from a standpoint of progress or whether it will mark the time when the city reached the peak of its possible development depends entirely and absolutely on the far-sightedness of the men and women of Torrance.

Torrance has caught up with herself. Another forward stride must now be taken. It will be taken only by the concerted effort of the city's people.

The Chamber of Commerce, reorganized and re-financed, is the medium through which the progressive spirit of Torrance citizenry may be expressed.

The chamber, alive to the crucial import of the year in Torrance history, has set forth on a plan of development and progress that will bring benefit,

material and cultural, to every man, woman and child in the city.

But it cannot carry that program through to a successful culmination without the unstinting co-operation of Torrance citizens.

The Chamber of Commerce is the clearing house of community ideas. It is the melting pot of city progressiveness. It is the agent of city growth. It is yours. It will succeed in its functions only in so far as the public supports it.

Next Monday night the chamber will open its program for 1925 with a dinner, called for the purpose of reviving community spirit in this city, lining up all the forces of progress in Torrance behind the chamber

in its great schedule of work for the year and welding civic organizations into a definite unit of co-operation and enterprise.

Anyone and everyone who is interested in the continued growth of Torrance, anyone who sees the advisability of securing more industries for this city and of providing more homes within the reach of all, everyone who is interested in Torrance, should attend that meeting Monday night.

This is a clarion call to all who possess civic pride, civic conscience and civic enterprise.

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Covers the Torrance District Like a Blanket.

## The Torrance Herald

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# TORRANCE "FAMILY" DINNER MONDAY

## CHAMBER WILL OPEN BIG 1925 PROGRAM AT PUBLIC MEETING

Will G. Farrell, Brilliant Orator and Well Known Business Man, Will Make Principal Address at Guild Hall

DRIVE FOR MEMBERS WILL OPEN ON TUESDAY

Feast at Guild Hall Will Usher in Campaign to Arouse Interest in Big Work Ahead of Chamber

The Torrance Chamber of Commerce next Monday night will open what promises to be the most successful year in the history of the organization with a public "get-together" Torrance "family" dinner at the Evangelical Guild hall on Arlington avenue. The meeting is scheduled for 6:30 sharp.

No subscriptions or memberships will be asked or taken at the gathering. The meeting is called to revive interest in Torrance in co-operative community activity and to sound the first gun in the membership campaign which will be launched next Tuesday morning.

**Principal Speaker**  
Will G. Farrell, member of the presidents' committee of the Los Angeles Chamber of Commerce, will be the principal speaker. Mr. Farrell is one of Los Angeles' most forceful speakers, who, despite unusual demands for his services, reserves time to volunteer in the work of building up community spirit and organizing community effort in cities throughout the Southland. He combines brilliant oratorical ability with a sparkling wit and straight-from-the-shoulder good sense.

The dinner was arranged by Carl L. Hyde, co-operating with S. P. Morris of the field service department of the Los Angeles Chamber of Commerce, who is directing the membership campaign for the local organization.

Harry E. Paige is the chairman of the dinner committee.

**Prospects Brilliant**  
Directors of the Chamber of Commerce are enthusiastic over the

prospects for a year of achievement. The campaign is designed to place before the people of the city the plans for the year and to arouse enthusiasm for community co-operation for 1925.

The program for Monday night's dinner meeting follows:  
6:30—March by Torrance Community Band  
7:45—Singing of America  
7:25—Introduction of W. Harold Kingsley, chairman of the evening, by Dr. J. S. Lancaster, president of the Chamber of Commerce.  
7:30—Introductory remarks by chairman.

7:45—Vocal solo by R. E. Stewart.  
7:45—ALL TOGETHER TORRANCE: Three-minute speeches by Mayor R. R. Smith; Mrs. J. M. Fitzhugh, president of the Women's Club of Torrance; L. V. Babcock, commander of the Bert S. Crossland Post, American Legion; Hurum E. Reeve, president of the Torrance Business Men's Association; J. W. Macdowell, representing the Torrance District Realty Board; J. B. Hines, president of the Rotary Club of Torrance; C. A. Paxman, president of the Merchants Credit Association; Rev. F. A. Zeller, pastor of the Central Evangelical church, representing the churches.  
8:10—Piano solo by Miss Elsie Teal.  
8:20—Address by Charles R. Bayer, manager of the field service department of the Los Angeles Chamber of Commerce.  
8:35—Address by Will G. Farrell on "Organized Community Effort Pays."  
9:30—Adjournment.

## Your Income Tax This Year

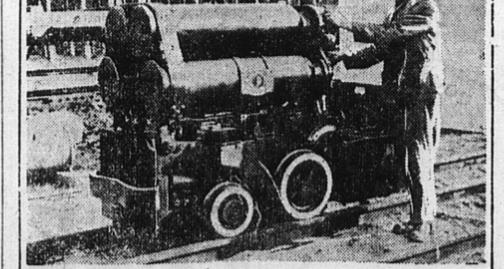
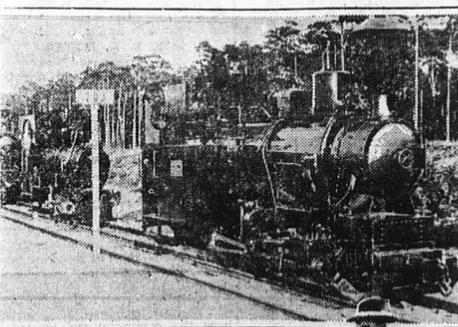
By J. W. CUFLEY

Citizens of the United States have very good reason to shake hands with themselves this year, as Uncle Sam has been most considerate in his demands upon their pocketbooks. The normal tax is now only 2 percent of the net income, instead of 3 percent for 1923—a 33 1/3 percent reduction—up to the first \$4000 taxable income, 4 percent for the next \$4000, and 6 percent over \$8000. Besides these reductions there is now allowed from net income \$2500 for the married man, irrespective of the amount of his income. Only \$2000 was allowed in 1923 for persons whose incomes exceeded \$5000. The credit for children under 18 and dependents remains the same. The unmarried man has only \$1000 exemption, but if he has married during the taxable year he may deduct a proportion of the \$2500 depending upon the date of his marriage.

**Another Deduction**  
A further deduction is now allowed of 25 percent of the total tax ascertained, for earned incomes up to \$10,000; but in no case can the allowance exceed 25 percent of the tax that would have been payable otherwise. This limits the maximum saving, however, to \$90 on any return. All income under \$5000 is considered as earned. In the case of a partnership only 20 percent of the net profits is allowed as earned income to each partner. The term earned income means only salaries, wages, commissions and personal service remuneration, and corporations and estates are excluded from this allowance.

Many people are in doubt as to the exact meaning of gross and net income, and make many mistakes in their returns, or do not file any at all, thus rendering themselves liable to fines. Gross income is the

## German Railroads Cut Costs By Adopting New Air Engines



How Germany is making rapid strides back to normal economic conditions is reflected by the manner in which her railroads are achieving efficiency at a low cost. Instead of building more giant locomotives, they are using smaller engines driven by compressed air. Two of the new types, the smaller for switching purposes, are shown.

## Gardena and Moneta Field Does Not Justify Two Newspapers, Says Post, Bought by the News

The trend in the newspaper publishing business toward fewer and better papers is illustrated once more in the neighboring communities of Gardena and Moneta, where the Gardena Post has been purchased by the Gardena Valley News.

In announcing the sale the Post, which will pass out of existence, asserts:  
"The owners of these two papers, after making a thorough test, decided that the field did not justify two newspapers. The Gardena Valley News was established slightly more than one year ago and had made for itself a strong place in the field. The Post was acquired in September when they bought the Gardena Reporter and Observer, and while they had made strong gains in business, yet they found that the outlook did not justify the continuance of two newspapers."

## Hurum Reeve on Winchester Arms Business Mission

Hurum Reeve left Torrance on Wednesday for a two weeks' trip to various cities of the southwest in the interest of the Winchester Club of Southern California.

## Benton L. Phillips Claimed by Death

Benton L. Phillips, amiable employe of the First National Bank, where he worked as doorman, died this morning at his home in Redondo Beach. He was 76 years old and had been in ill health for several weeks.

## VAST AREA SEEKING PAVING

Petitions Being Signed for Big Shoestring Strip Improvement

460 LOTS LEFT HERE

Of These Only 281 Available for Needed Torrance Dwellings

The city council of Los Angeles will soon be asked to pave the streets and build sidewalks and curbs in Tract No. 4983, a large potential residence area east of Torrance, bounded on the north by Carson street, on the east by Normandie avenue, on the west by Western avenue, and on the north by 203d street.

Petitions requesting these improvements are now being circulated by Charles Vonderhe of Torrance, who reports that owners of property in the district are eagerly signing the documents.

Mr. Vonderhe recently made a thorough survey of the property in the city limits of Torrance available for the construction of dwellings. This survey showed that a total of 460 vacant lots are available in the residence district of the city. Of these 75 are 30-foot lots, 44 are on Madrid avenue near the Santa Fe tracks, and 69 are in the district in which restrictions call for houses costing not less than \$5000.

Deducting these from the total leaves 281 lots available for improvement by the construction of medium-priced homes.

Officials of the Southern California Gas Company and the Southern California Edison Company have tentatively surveyed the territory east of Torrance with an eye to furnishing gas and lights in case the city of Los Angeles decides after receiving the petitions to improve the streets.

There will be no trouble, it is asserted, in securing water service in the tract.

## 28 Clear Days Recorded Here During January

Weather Report Shows Moderate Temperatures, Despite 'Cold' Wave

Pretty good weather in Torrance during January, despite the (for California) cold spell which lasted from the 3d to the 18th. During the month there were 19 clear days, three that were cloudy, nine that were partly cloudy, one that was rainy. The sun shone on all but three days. Not bad, eh?

The mean temperature for the month was 51 degrees, with a maximum of 75 degrees on the 21st and a minimum of 30 degrees on the 16th.

The mean maximum was 63.5 degrees; the mean minimum 35.6 degrees.

Rainfall for the month was 0.26 inch. The foregoing data was reported by V. M. Bates to the Chamber of Commerce.

## Observations

The University and United Action—Get It Out of Los Angeles—Forbes Sentenced—News, the Unusual—Hell in Chicago

By W. HAROLD KINGSLEY

THE resolution recently passed by the Southwest Site committee, pledging itself to support the board of regents no matter where the board decides to locate the University of California, Southern Branch, should commend itself to every citizen who is interested in the cultural progress of Southern California.

Prior to the passage of this resolution, it was known that the regents feared that such deep-rooted controversy is being planted during the competition among various localities that any decision which the board might make would meet with efforts to obstruct passage of an appropriation for the proposed new university.

The Southwest committee put itself on record in this connection in unmistakable terms. The resolution declares that the first consideration is the university some place in Southern California, with the particular location thereof of secondary importance.

Naturally the residents of this district are anxious to have the university located on the splendid site at the Palos Verdes hills. But they should be, like the site committee, broad enough to support any movement for securing the appropriation even if the regents select another location.

Southern California needs a large university. All educational institutions in the country, particularly those of the Pacific Coast, are full to overflowing.

David Starr Jordan has declared that, no matter where the southern branch is located, it will be filled as soon as it opens its doors.

So the primary consideration is a new university for the Southland.

Let every site committee present its case with all the energy at its command, but when a site in the Southland is eventually selected, let every committee abide by the decision and use its influence to see that the necessary appropriations are voted.

EDUCATIONALISTS, who probably know more about universities than anyone else on earth, are unanimous in the opinion that seats of higher learning should be located from 25 to 35 miles away from large metropolitan centers.

Yet selfish individuals and organizations in the city of Los Angeles, apparently placing property ahead of reason, are staging a great effort to retain the University of California, Southern Branch, in the city of Los Angeles.

The objections to the location of a university in a large city are manifold.

The first function of a university is to teach. Reduction of the number of outside interests and influences which affect students facilitates instruction. In a large city the university must compete for the interest of students with multitudinous attractions.

Professors are not highly paid. In a large city it costs them more to live. They must, by virtue of their position, live according to certain high standards, else they lose the respect of their students.

In large cities professors and instructors are dissatisfied. On all sides are men who have become rich in the marts of trade. The poorly paid educators begin to wonder if they have not gone into the wrong profession.

In a community of which the university is the heart and moving spirit, these conditions do not exist.

For the sake of future students of the University of California, Southern Branch, to guarantee the highest point of efficiency in that institution, in order to be able to attract the best educators thereto, the university should be located outside of Los Angeles.

THE amusing remarks of Assemblyman Henrich of Lyon county, Nevada, are sufficiently entertaining to be reprinted.

The Nevada assembly was considering ratification of the child labor amendment to the Constitution. Said Mr. Henrich, father of five children: "They have taken our women away from us by constitutional amendment. They have taken our liquor away from us by constitutional amendment. And now they propose to take our children away from us by constitutional amendment."

CHARLES R. FORBES and John W. Thompson, convicted of conspiracy, have been sentenced to serve two years at Leavenworth. This ends—unless an appeal succeeds—the scandal in the Trus ends—unless an appeal succeeds—the scandal in the Veterans' Bureau, a scandal that would have shaken the pride of the whole country had not the Teapot Dome affair hogged the spotlight of publicity just when it did.

At the trial of Forbes and Thompson evidence was introduced to show that millions of dollars appropriated for the relief of disabled veterans were grossly mismanaged, that graft entered where mercy was supposed to reign.

The sentence of Forbes and Thompson, in the light of the evidence, seems light enough.

NEWS is the unusual.

This fact was never more strikingly illustrated than in the case of Floyd Collins, trapped for days in a cave in Kentucky, while rescue parties frantically endeavored to rescue him from the rocks that held him fast.

Had Collins died in bed of pneumonia his demise never would have been recorded on the front pages of our metropolitan newspapers. Death is usual, unless it occurs through unusual circumstances.

During the war news values were completely revolutionized. While the powers were fighting in France hundreds of men died in horribly unusual circumstances, but so many met death in so many unusual ways that the news became usual.

In explaining news values to the writer, when he was a cub reporter, an old veteran of the city room said: "Boy, the fact that

## DEEP SAND STANDING ON END

Rogers Core Shows Oil Streaks Exactly Perpendicular in Field

DRILL IN FORLORN HOPE

Jamieson Continues Coring at Test Well Despite Discouragement

The million-dollar quest for a second oil sand in the Torrance-Lomita field reached a discouraging stage this morning, yet left the two companies who are doing the prospecting determined to carry on their deep drilling program while a hint of hope for success remains.

At the Rogers No. 1 on West Acacia street, where the first successful shutoff was obtained on top of the second oil formation, a core taken this morning between the 4191 and 4198-foot levels showed an oil sand half an inch wide running exactly perpendicular through surrounding hard brown shale. The sand streak continued uniformly from the top to the bottom of the seven-foot core.

This core, decidedly discouraging to the Jamieson Oil Company, indicates that the oil formation below 4150 feet, from which production had been hoped, is broken up into perpendicular formations from which a petroleum yield cannot be expected.

The Jamieson, however, is still coring ahead in hopes that the formation will change at a deeper level.

The perpendicular streaks of oil brought up in cores at the Rogers are similar to those picked up at the Shell Oil Company's Kettler No. 2. According to Shell field men these streaks ended at 4800 feet, below which level no oil showings were encountered.

If the perpendicular streaks continue at the Rogers and end in a non-production formation, all hope for the deep sand will be abandoned.

The Shell company is replugging the Kettler at 4500 feet for a test of a formation which showed considerable oil and gas while the hole was being drilled and cored on the way down.

It was estimated today that the Shell and Jamieson have expended approximately \$1,000,000 in the quest for the second sand.

## COMING EVENTS

- MONDAY, FEB. 9
  - 3 p.m.—Public millinery class, high school.
  - 7 p.m.—Four high school evening classes.
  - 6:30 p.m.—Chamber of Commerce get-together meeting at Evangelical Guild hall.
- TUESDAY, FEB. 10
  - 7:30 p.m.—American Legion, Stone & Myers chapel.
  - 7:30 p.m.—Debate at Catholic hall by Loyola College students on Japanese question.
  - 7:30 p.m.—W. B. A. regular meeting, Legion hall.
- WEDNESDAY, FEB. 11
  - 7 p.m.—Public speaking class, high school.
  - 7 p.m.—Boy Scout Drum and Bugle Corps meeting.